ATT:
PEGGY

LEGACY PRODUCTIONS

7 October 1994

Memo to: Board
From: Tano
Re: WER

Just a note to bring you up all to date on progress with the [illegible] spent all day yesterday (finally, after WER was shipped) with Ruth going over her preliminary budget for the magazine. Some of the key open questions were publisher (not editor) issues and they hadn't been fully addressed by Reed. Coincidentally, during the day (I got it at 6pm) Reed faxed his "resignation" effective immediately. (You may recall that we had agreed—Reed as well—that his contract would terminate on the 15th anyway and that he and I were next week to discuss the basis upon which he might continue.) I have put a call in to him to clarify the status of any work in progress and have requested Mike to secure all pertinent files.

Interestingly enough, Ruth and I had already found ourselves discussing alternatives to Reed in light of his inability to collaborate with her on the budget, the promotional efforts, and WER needs in general. There are two models that present themselves: one, the experienced publisher as a part-time guide and initiator with a staff person to do most of the work, and two, the younger generalist with some experience who would be full-time and fully integrated with the staff. (*Tricycle* uses the former, with some success.) I suggest we discuss this at the next meeting (currently projected for Monday evening), but if anyone has a candidate for either model, I would be happy to meet with the individual alongwith Ruth and anyone else who would be available to join. I am also contacting friends in publishing and Ruth is setting up a lunch with Phillip Moffitt. I think this is an opportunity to finally secure a professional team built around the magazine and structured with a realistic budget. Ruth and I are meeting again today (and over the weekend, if necessary) to finalize the budget for discussion by the full board on Monday and with the staff on Tuesday.

Tano

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